

Gold Country RNN						
Reach of Channel Utilization for Federal Fiscal Year 05						
Channels utilized for services provided						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
CHANNELS						
Community Clinics	Yes		No			
Community Youth Organizations	Yes		Yes			
Faith/Church	No		Yes			
Farmers' Markets/Flea Markets	Yes		Yes			
Festivals	Yes		Yes			
Food Closets/Food Pantries	Yes		No			
Food Stamp Offices	Yes		No			
Grocery Stores/Supermarkets	Yes		No			
Head Start	Yes		No			
Healthcare Facilities	No		Yes			
Healthy Start/First Five Commissions	Yes		Yes			
Indian Tribal Organizations	Yes		No			
Internet/Web	Yes		No			
Other Community Based Organizations	Yes		No			
Parks, Recreation Centers	Yes		Yes			
Print	Yes		Yes			
Public Health Department	Yes		Yes			
Radio	No		Yes			
Restaurants/Diners/Catering Trucks	No		Yes			
Schools (K-12)/School Districts	Yes		Yes			
Senior Centers	No		Yes			
Soup Kitchens/Congregate Meal Sites	No		Yes			
Television	No		Yes			
Universities, Community Colleges	No		No			
University California Cooperative Extensions	No		Yes			
Web/Other Media	Yes		Yes			
WIC Sites	Yes		Yes			
Worksites/Employers/Labor Groups	No		Yes			
Other	No		No			
RNN TOTALS						

Gold Country RNN
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	1	1,000,000	1	1,000,000
Radio						
paid radio ads	0	0	1	3,000,000	1	3,000,000
free radio ads	0	0	0	5,000,000	0	5,000,000
Print						
paid ads placed	0	0	0	0	0	0
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
RNN TOTALS	0	0	2	9,000,000	2	9,000,000

Consumer Impressions may be duplicate counts

Gold Country RNN
Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
# Agencies that submitted media alerts or tip sheets to TV	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	210	n/c	3	n/c	213	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# press releases submitted	210	n/c	3	n/c	213	n/c
TV stories aired from releases	0	n/c	0	n/c	0	n/c
Total TV interviews conducted	0	n/c	0	n/c	0	n/c
TV stories from interviews	0	0	0	0	0	0
Total number of TV inputs	422	0	8	0	430	0
Radio						
# Agencies that submitted media tip sheets to radio	1	n/c	0	n/c	1	n/c
# Media alerts or tip sheets submitted	210	n/c	0	n/c	210	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# Press releases submitted to radio	0	n/c	0	n/c	0	n/c
Radio Stories from releases	0	n/c	0	n/c	0	n/c
Total # radio interviews conducted	0	n/c	0	n/c	0	n/c
Total # radio interviews aired	0	0	0	0	0	0
Total number of radio inputs	211	0	0	0	211	0
Print						
# Agencies that submitted any tip sheets to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	25	n/c	276	n/c	301	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# Press releases submitted to print	25	n/c	276	n/c	301	n/c
Total print stories printed	0	0	0	1,000,000	0	1,000,000
Interviews with print outlets	0	n/c	8	n/c	8	n/c
Print Stories from interviews	0	0	3	2,000,000	3	n/c
Total number of print inputs	52	0	565	3,000,000	617	1,000,000
RNN TOTALS	685	0	573	3,000,000	1,258	1,000,000

n/c = not collected

Consumer Impressions may be duplicate counts

Gold Country RNN
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	0	n/c	16	n/c	16	n/c
Total Feature Stories Run	0	0	0	0	0	0
# Letters to Editor Submitted	2	n/c	0	n/c	2	n/c
Total Letters to the Editor Run	1	840,000	0	0	1	840,000
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	3	840,000	16	0	19	840,000

n/c = not collected

Consumer Impressions may be duplicate counts

Gold Country RNN
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals
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Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Grocery Stores						
# taste tests at grocery stores	0	0	103	5,096	103	5,096
# grocery store tours	0	0	93	3,296	93	3,296
# other grocery promotions	0	0	0	0	0	0
Total Grocery Store Events	0	0	196	8,392	196	8,392
Farmer's Markets						
# farmer's market taste tests	0	0	45	26,000	45	26,000
# farmer's market tours	0	0	45	1,575	45	1,575
# other farmers market events	0	0	9	500	9	500
Total Farmers Market Events	0	0	99	28,075	99	28,075
Restaurants						
# taste tests at restaurants	0	0	0	0	0	0
# restaurant tours	0	0	2	610	2	610
# other restaurant promotions	2	205	2	610	4	815
Total Restaurant Events	2	205	4	1,220	6	1,425
School and Worksite Food Service						
# cafeteria merchandising	0	0	4	27,875	4	27,875
# menu promotions	0	0	4	27,875	4	27,875
# other school and worksite promotions	0	0	4	27,875	4	27,875
Total School and Worksite Events	0	0	12	83,625	12	83,625

Reach of Sales Promotions Activities continued on the next page

Consumer Impressions may be duplicate counts

Gold Country RNN
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Other Special Events						
# organized sports events	3	1,150	9	2,560	12	3,710
# health fairs	6	2,075	18	4,311	24	6,386
# festivals	4	890	6	2,076	10	2,966
# community forums	6	400	5	485	11	885
# federal food assistance	0	0	0	0	0	0
# walk to school	0	0	0	0	0	0
# TV turn off	0	0	2	650	2	650
# radio remotes	1	500	0	0	1	500
# of other events	0	0	0	0	0	0
Total Special Events	20	5,015	40	10,082	60	15,097
RNN TOTALS	22	5,220	351	131,394	373	136,614
Consumer Impressions may be duplicate counts						

Gold Country RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

[illegible]

Gold Country RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Food Stamp Materials						
Changing the Scene	0	n/c	0	n/c	0	n/c
Nutrition Nibbles	2	n/c	0	n/c	2	n/c
Fruits and Vegetables Galore	0	n/c	0	n/c	0	n/c
Other	0	n/c	0	n/c	0	n/c
Total Food Stamp Materials	2	n/c	0	n/c	2	n/c
n/c = not collected						
Reach of Network Personal Sales Activities for RNNs on the following page						
Consumer Impressions may be duplicate counts						

Gold Country RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals
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Activity	Number of Websites	Internet Hits (Duplicate Count)	Number of Websites	Internet Hits (Duplicate Count)	Total Number of Websites	Total Internet Hits (Duplicate Count)
RNN CONTRACTS	1		1			
Internet						
# Websites	1	n/a	1	n/a	n/a	0
Total Internet	1	n/a	1	n/a	n/a	0
RNN TOTALS	35,299	61,358	43,884	99,215	79,181	160,573

n/a = not applicable

Gold Country RNN				
Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)				
Environmental change includes changes to the economic, social or physical environments.				
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
ENVIRONMENT				
Developed and maintained partnerships to work towards environmental change	Yes		Yes	
Developed/maintained school or community garden	Yes		No	
Encouraged restaurants and grocery stores to carry culturally appropriate foods and healthier choices	Yes		Yes	
Improved access and appearance of stairwells	Yes		Yes	
Improved food choices in cafeterias and worksites	Yes		Yes	
Improved transportation to and from markets	No		No	
Increased daily nutrition announcements, tips and posters in schools and worksites	Yes		Yes	
Increased distribution and access to fruits and vegetables in local stores	No		No	
Increased fruits and vegetables at group functions	Yes		Yes	
Increased lighting, paths, times to promote biking and walking	No		No	
Increased promotion of and access to information for federal food assistance programs	Yes		Yes	
Initiated/Implemented farmers' market, coop, CSA or other agriculture related environmental change	No		No	
Initiated/Implemented school salad bar program	Yes		Yes	
Limited access to high fat milk products	Yes		No	
Limited access to soda	Yes		Yes	
Limited access to unhealthy foods	Yes		Yes	
Made healthy snack carts available	Yes		Yes	
Replaced vending machine choices with healthier foods	Yes		Yes	
RNN TOTALS				
Policy, Systems & Environment changes continue on the next page.				

Gold Country RNN

Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
POLICY				
Adopt local policies that require sidewalks, bike paths and safe routes	Yes		Yes	
Establish policies that make after school programs are available and promote nutrition and physical activity	Yes		Yes	
Established commercial free schools	Yes		Yes	
Established policies about serving healthier foods at meetings or event	Yes		Yes	
Established policies regarding food stamps, food security or food banks	Yes		Yes	
Established policies that decreased unhealthy foods and beverages at schools	Yes		Yes	
Established policies that ensure implementation of physical education in K-12	Yes		Yes	
Established policies that require at least 50% of food in school food service are healthy options	Yes		Yes	
Established policies to encourage development of healthy food vendors	Yes		Yes	
Ratified rules to promote physical activity	No		Yes	
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		Yes	
Worked with groups for policy agenda	Yes		Yes	
RNN TOTALS				

